ABSTRACT OF THE DISCLOSURE

A game apparatus includes a CPU, and the CPU generates a game BGM corresponding to a proceeding situation of a game, and etc. The CPU selects from a main memory conductor data according to the proceeding of the game, and etc., and generates BGM data regarding one or more track data included in the conductor data. In a case of generating the BGM data, rhythm data within a rhythm group designated by the track data is selected in predetermined order or at random, and phrase data within the same designated phrase group is selected at random. Then, the BGM data is generated from the selected rhythm data and the phrase data.